

AMENDMENTS TO THE CLAIMS:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

Page 39, before claim 1 at line 1, replace the single word heading CLAIMS: with the following heading:

CLAIMS WHAT IS CLAIMED IS:

1. (Currently Amended) A method of labelling comprising the steps of:

~~providing detachably applying a label, which is adapted to be detachably applied to a corresponding product, the method comprising applying said label to a product, the label comprising means comprising including~~ text and/or graphics inviting ~~the a~~ user/consumer to detach a first portion of the label in order to gain access to a second ~~another~~ portion of the label, said second ~~other~~ portion of the label being likewise detachably applied to the product, and being initially protected from user access by said first portion of the label, and ~~said method further comprising the step of~~

providing on said ~~other~~ second label portion text and/or graphics inviting the user/consumer to detach said ~~other~~ second label portion in order to gain access to matter printed at ~~its~~ an underside of said second portion of the label.

2. (Currently Amended) A method according to claim 1 wherein said product is a recyclable polymeric container for a beverage, and further comprising the step ~~said steps~~ of substantially entirely removing ~~label removal cause the label to be~~ substantially entirely removed from said beverage container, to render said beverage container ~~which is thereby rendered~~ fit for recycling.

3. (Currently Amended) A method according to claim 1 ~~or claim~~ 2, comprising the ~~step~~ steps of:

providing said ~~other or~~ second label portion printed with text and/or graphics on both ~~its upper (or outer)~~ and inner ~~(or lower)~~ faces thereof, and ~~by the step of~~

providing said ~~label~~ first portion comprising with at least one of a transparent ~~or~~ and translucent portion in order to provide a user/consumer with visual awareness of the ~~other or~~ second label portion.

4. (Currently Amended) A label assembly ~~adapted for use in a method according to any one of the preceding claims~~ including text and/or graphics, comprising:

first and second portions;

the second portion adapted to be detachably applied to a corresponding product, said second portion including text and/or

graphics inviting the user/consumer to detach said second portion in order to gain access to matter printed at an underside of said second portion of the label; and

the first portion overlying said second portion and adapted to be detachably applied to said corresponding product to protect said second portion from user access, said first portion inviting a user/consumer to detach the first portion of the label in order to gain access to the second portion of the label.

5. (Canceled)

6. (Currently Amended) A label assembly adapted to be applied to a beverage container ~~such as a bottle~~, said label assembly being adapted to encircle the beverage container ~~bottle~~, in use, the label assembly comprising at least one a removable first outer label portion ~~being provided~~, which is adapted to be ~~peeled or otherwise~~ separated from the a remainder second portion of the label assembly so as to enable a user to gain access to information on the second portion ~~or other matter, such as information relating to a game of chance~~, said first and second label portions being disposed, in use of the label, in superimposed laminar assemblage, at least the outer label portion element providing a user-actuatable arrangement ~~means, such as one or more tear lines or the like~~, to enable the user to

commence ~~peeling or otherwise~~ removing a portion of the outer label portion element, said outer label ~~element~~ portion comprising a polymeric ~~film or~~ sheet material comprising a polymerised unsaturated hydrocarbon ~~(such as polypropylene)~~ having a coefficient of tensile extensibility greater than that of ~~the a~~ corresponding polymerised ester ~~(or polyester)~~, such as ~~polypropylene (or polyethylene) terephthalate~~, whereby the label ~~element~~ assembly has an extensibility under conditions of use of the label assembly in relation to ~~bottles of carbonated~~ beverage containers which is sufficient for the label ~~element~~ assembly to ~~be able~~ elastically to extend to accommodate the expansion of the beverage container ~~bottle~~ under conditions of expansion of same under conditions of high ambient temperatures as affecting the pressure of ~~the carbonated a~~ beverage in the beverage container.

7. (Currently Amended) A method of labelling a beverage container ~~such as a bottle~~, said method comprising the steps of:
applying a label assembly to said container, said label assembly being adapted to encircle the container ~~bottle~~, in use, and comprising ~~at least one a~~ removable first outer label portion, which is adapted to be ~~peeled or otherwise~~ separated from ~~the a~~ remainder second portion of the label assembly so as to enable a user to gain access to information on the second portion ~~or other matter~~, said step of applying including the step

~~of method comprising~~ applying said label assembly so that said first and second label portions are disposed, in use of the label, in superimposed laminar assemblage, ~~and said method further comprising the step of~~

providing at least the outer label portion element of said label assembly comprising with a user-actuatable arrangement means, ~~such as one or more tear lines or the like~~, to enable the user to commence ~~peeling or otherwise~~ removing a portion of the outer label portion element, ~~said method further comprising and~~

providing said outer label portion element comprising with a polymeric film or sheet material comprising a polymerised unsaturated hydrocarbon having a coefficient of tensile extensibility greater than that of ~~the~~ a corresponding polyester, whereby the label ~~element assembly~~ assembly has an extensibility under conditions of use of the label assembly in relation to ~~bottles of carbonated beverage containers which is~~ sufficient for the label ~~element assembly to be able~~ assembly to elastically ~~to~~ extend to accommodate ~~the~~ expansion of the ~~bottle beverage container~~ bottle beverage container under conditions of expansion of same under conditions of high ambient temperatures as affecting the pressure of ~~the carbonated a~~ beverage in the beverage container.

8. (Currently Amended) A method of labelling beverage bottles adapted to contain a ~~carbonated or otherwise~~ pressurised beverage, said method comprising the ~~step~~ steps of:

applying a label to each bottle, said label comprising at least one at least partially ~~or fully~~-removable label portion, ~~such as a sticker or other promotional device, the method further comprising the step of~~

providing said removable label portion by ~~the provision of removal means comprising a tear-line or like indicated device, and said method further comprising the step of~~

providing said label itself constructed so as to be able adapted to resist ~~the effect~~ effects of ~~the~~ expansion of the bottle by the construction of the label comprising, at least in an the outer ~~or upper~~ layer of the label, a polymer having an index of tensile extensibility value which is greater than ~~the~~ a corresponding extensibility of the bottle itself.

9. (Currently Amended) A peelable label for a beverage bottle ~~or other product~~, which, when peeled, leaves peelable stickers ~~or the like~~ in defined places on the bottle ~~product~~.

10. (Currently Amended) A method for labelling a product ~~such as a beverage bottle~~, comprising the steps of:

applying a label assembly to ~~such~~ said product,

peeling a first outer label portion of said label assembly from said product therefrom, ~~such said first~~ peeling step causing said first ~~and~~ outer label portion to be removed, while leaving adhered to the product at least two peelable spaced second label portions of said label assembly.

11. (Currently Amended) A method according to claim 10 9, ~~comprising providing~~ wherein said product is in the form of a plastic beverage bottle, and ~~the further~~ comprising the step of peeling from said bottle at least one of said spaced second label portions, so as to leave said bottle substantially ready ~~or nearly ready~~ for recycling.

12. (Canceled)

13. (New) A label assembly according to claim 4, wherein said second label portion is printed with text and/or graphics on both outer and inner faces thereof, and said first portion includes at least one of a transparent and translucent portion in order to provide a user/consumer with visual awareness of the second label portion.

14. (New) A label assembly according to claim 6, wherein said information relates to a game of chance.

15. (New) A label assembly according to claim 6, wherein said user-actuatable arrangement includes at least one tear line.

16. (New) A label assembly according to claim 6, wherein said polymerised unsaturated hydrocarbon includes polypropylene, and said corresponding polymerised ester includes a material selected from the group consisting of polypropylene terephthalate and polyethylene terephthalate.

17. (New) A label assembly according to claim 7, wherein said user-actuatable arrangement includes at least one tear line.